

## EVALUATION OF COMMUNITY TOBACCO CONTROL PROGRAM

### Questions and Answers

**11/13/20**

1. What is the overall budget for this proposal?

**\$15,000 for 1 year with the possibility of renewal.**

2. Can you clarify if the following scope of services are within the 90 hours from the evaluator are the following services and will be procured with this RFP?
  - a. Develop an evaluation plan
  - b. Collecting, analyzing and synthesizing data
  - c. Evaluation Report with Visuals
  - d. Community forums, focus groups, key informant interviews, surveys, and email correspondence

**Correct. The items listed above will be procured within the contract and will be part of the approximate 90 hours of service.**

3. Would Summit County government consider a bid with more than ninety 90 hours of evaluator work for this procurement?

**Yes, keeping in mind our budget.**

**11/20/20**

4. How long has the community tobacco control program been underway in Summit County? What are some of the strategies or programs used as part of this control program? I was unable to find any information on the county website about what implementation has looked like, although noted a September 30, 2020 Summit Daily article which mentioned new prevention and cessation programs are to occur. Having an understanding of implementation will help in developing a scope of work aligning evaluation to implementation efforts.

**No implementation of programs has started with the current funding. There are some currently implemented initiatives that will be increased with current funding. See attached list of initiatives.**

5. Can you clarify exactly what the evaluator will be responsible for in the estimated 90 hours? Is it development of an evaluation plan, as well as data collection, analysis, synthesis, and reports all in that scope?

**Evaluation plan, data collection, analysis, synthesis, and reports.**

6. As part of this contract, will there be any technical assistance or guidance to staff and the coalition on how to collect data in the future, or is this a one-time evaluation of efforts to date?

The expectation is to provide guidance to staff with the potential for a contract extension.

7. Would the county be open to a deliverable-based contract, such as a fee upon completion of (1) the evaluation plan, (2) the evaluation tools, and (3) a report on evaluation findings? Or is an hourly rate preferred?

An hourly rate is preferred.

8. For what length of time do you estimate the contractor would be involved in this work? Is there a deadline for when the final evaluation report is due that the contractor should work backwards from to develop a schedule?

December 2020-December 2021 with the potential for a contract renewal. The deadline on final evaluation is TBD.

9. The RFP notes that the contractor will engage with target populations and intended audiences in the form of community forums, focus groups, key informant interviews, surveys, and email correspondence, but it notes that this will be for the evaluation plan. Can you clarify that the contractor will engage with these groups to develop the evaluation plan, or the evaluation plan will include these methods to assess the effectiveness of the community tobacco program?

Community partners' (implementing agencies) input shall be solicited for the development of the evaluation plan. The evaluation plan will then include engagement of the target population using these methods to assess the effectiveness of the community tobacco program.

10. Does the county have any initial thinking on how many community forums, focus groups, key informant interviews, and surveys might be completed? This would help in estimating time and effort for the contractor.

Over Zoom with the assistance of the Health Promotion Specialist.

11. Can you outline who and how many are involved in the Community Tobacco Coalition, and more about its history in Summit County?

The Community Tobacco Coalition was started in the summer of 2019 made up of town representatives, Summit Community Care Clinic, Summit School District, Building Hope, FIRC, local hospital and clinics, Public Health, Youth and Family Services, CTC, community members, youth, and law enforcement. This group is made up of approx. 35 individuals. This group was initially created to help pass local tobacco policy in Summit County.

12. The RFP notes that this is a program implementation evaluation which I interpret as being a process evaluation of how implementation of the nicotine control strategies are going, so more focused on quality, satisfaction, dosage, reach, engagement of

community, etc. However, does Summit County also seek an evaluation of changes in health behavior outcomes (e.g. changes in smoking or vaping use in the last 30 days, smoking-related respiratory illness rates, etc.)?

Correct, the 1st year of the evaluation will focus on process evaluation with hopes to monitor and track behavior change with additional years of evaluation.

13. What is the multi-year period over which this evaluation will occur? Is this a retrospective evaluation over a previous multi-year period or a concurrent evaluation over a future period?

Year one contract will be December 2020- December 2021. Concurrent evaluation over a future period.

14. Have all of the nicotine control efforts/strategies that will be evaluated already been determined? Are there documents that specify the plan for implementation of efforts/strategies?

Yes

15. Are any of the nicotine control efforts to be evaluated currently in progress?

Yes

16. How many discrete nicotine control efforts are to be included in this evaluation?

17

17. What are the nicotine control efforts and strategies that are to be evaluated?

See attached list of initiatives.

18. What is the defined target audience for each of the nicotine control efforts to be evaluated?

See attached list of initiatives.

19. What are the stated objectives for each of the nicotine control efforts to be evaluated?

Objectives for each initiative are still being developed by each implementing agency.

20. What, if any, baseline data do you have relevant to the program objectives?

Healthy Kids Colorado Survey Data.

21. What, if any, administrative data do you have (or do you plan to collect) for the nicotine control efforts? For example, media reach and impressions, participant counts, usage statistics for services, etc?

Most existing programs have usage data (see attachment).

22. Do you have (or will you collect) email addresses for people who have participated in programming or received services through the multi-year community wide nicotine control efforts in Summit County?

This is possible for most programing.

23. Would you provide a timeline of implementation for the nicotine control efforts to be evaluated?

December 2020-December 2021 with the potential for a contract extension. Final submission of evaluation results are TBD.

24. Do you have any restrictions on funding incentives for evaluation participants under this RFP?

No restrictions within reasonable means at this time.

25. What is your anticipated budget for this evaluation? If this is to be a 3-yr or 5-yr or other multi-year engagement, is there a budget limit for each year?

\$15,000 for 1 year with the possibility of renewal.

26. When is the final report of evaluation findings due?

TBD

27. Can you please confirm that you are seeking a proposal for both evaluation planning as well as carrying out the evaluation and reporting?

Correct.

28. The RFP states that you anticipate 90 hours of work. Over what time period do you plan for this work to occur?

December 2020-December 2021 with the potential for a contract renewal.

29. Which specific activities will the evaluators address? We saw on the Summit County website there is a community coalition focused on tobacco control, are we to look at programs such as compliance checks and community education?

See Tobacco Program Initiatives attachment.

30. What kind of data is already available for us to use? Is there baseline data or a previous evaluation for us to review?

Healthy Kids Colorado Survey Data. There is no pervious evaluation of the community tobacco programs as a whole.

31. What precipitated this evaluation? Is it being required by a funder such as a foundation or a federal agency sponsoring the program?

The evaluation is required by the funding municipalities and county of Summit.

32. Is Summit County more interested in process evaluation focused on implementation or outcome evaluation focused on effectiveness of the program in reducing tobacco use?

The first year will focus on process evaluation while outcome evaluation will be the focus in subsequent years.

33. The RFP describes a multi-year nicotine control effort, yet only 90 hours of evaluation consulting are requested, beginning in December 2020. What is the expected duration of the evaluation contract resulting from this RFP?

1 year with the possibility of renewal.

34. Do you anticipate additional evaluation RFPs/contracts in the future?

Yes.

35. Do you intend the scope of the evaluation to include all funded components of the Summit County Community Tobacco Control Program or only selected components?

All initiatives listed on the attachment.

36. Will the scope of this evaluation include process and/or outcome evaluation of the Anti-Tobacco and Marijuana Community Media Campaign RFP that is currently posted?

The first year will focus on process evaluation while outcome evaluation will be the focus in subsequent years.